

ORDER



Orders	Order / Rev:	63921	Primary AE:	Millennium Washington DC
	Alt Order #:	9836745 /Brad	Sales Office:	MNAT
	Product Desc:	TOM SMITH 4 SENATE	Sales Region:	National
	Estimate:	316		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	10/05/12 / 10/08/12		
	Order Type:	GENERAL		
Agency	Name:	SRCP Media		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		201 North Union Street Suite 200	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	Smith/R/Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	US Senate	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, POL-CAND, GEN	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	53	\$18,720.00	\$15,912.00	October 2012	53	\$18,720.00	\$15,912.00	0.00
					Totals	53	\$18,720.00	\$15,912.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	16%	\$18,720.00
Market	100%	\$117,000.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	42%	\$49,140.00
WHTM	28%	\$32,760.00
WLYH	0%	\$0.00
WPMT	14%	\$16,380.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/09/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
N 2	WHP	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/09/12	10/15/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
N 4	WHP	10/09/12	10/15/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 5	WHP	10/09/12	10/15/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 6	WHP	10/09/12	10/15/12		CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00

Order / Rev: 63921
 Alt Order #: 9836745 /Brad
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Smith/R/Senate
 Product Desc: TOM SMITH 4 SENATE
 Estimate: 316

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p											
				M-F 7p-730p											
N 7	WHP	10/09/12	10/15/12	M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
				M-F 730p-8p											
N 8	WHP	10/09/12	10/15/12	M-F 11p-1135p News	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
				CBS 21 News at 11p											
N 9	WHP	10/09/12	10/15/12	Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
				Letterman											
N10	WHP	10/09/12	10/15/12	Tue Reg 1	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Tue 8p-9p											
N11	WHP	10/09/12	10/15/12	Tue Reg 2	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				Tue 9p-10p											
N12	WHP	10/09/12	10/15/12	Wed Reg 2	CM	9p-10p	--W---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				Wed 9p-10p											
N13	WHP	10/09/12	10/15/12	Su 6p-630p News	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				CBS 21 News at 6p											
N14	WHP	10/09/12	10/15/12	Sat Reg 1	CM	8p-9p	-----S-	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
				Sat 8p-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/09/12	10/15/12	-----S-		1	\$200.00								
N15	WHP	10/09/12	10/15/12	Sa-Su 11p-1130p News	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
				CBS 21 News Weekend											
N16	WHP	10/09/12	10/15/12	CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				CBS Sun Morning											
N17	WHP	10/09/12	10/15/12	Sun Reg 1	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Sun 7p-8p											
N18	WHP	10/09/12	10/15/12	Sun Reg 4	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Sun 10p-11p											
N19	WHP	10/09/12	10/15/12	Fri Reg 3	CM	10p-11p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Fri 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/09/12	10/15/12	----F--		1	\$1,000.00								

Totals

53 \$18,720.00